

2071963146

Note for Poole-Bollerman, Laura

**From:** Forsythe, Heather (LBC)  
**Date:** Tue, Jan 16, 1996 1:55 PM  
**Subject:** April "Mini-Catalog" Mailing  
**To:** Ferrin, Robert; Poole-Bollerman, Laura  
**Cc:** Anise, Roy; Weiner, Russell; Porter, Doug (LBC); Hassman, Jeff (LBC); Brantsch1, Ute (LBC)

Bob/Laura,

Below is the production scheule for the April mini-catalog mailing.

As Jeff mentioned in an earlier e-mail, the brief needs to include a list of items that will be offered in the mailing.

Development of other direct pieces (such as the competitive mailings and the "Welcome" mailing) will be postponed until we have gained agreement on the evolution of the campaign.

Please call me with any questions.

Heather  
x5165

Benson & Hedges  
April "Mini-Catalog" Mailing  
Production Schedule  
as of 1/16

Brief to LBCo. from PM	w/o 1/15
Comps to PM	by 2/7
PM approval of comps	2/9
Shoot/Mailing Pre-pro	w/o 2/12
Shoot	w/o 2/19
Send A&K to PM	2/26
PM approval of A&K	2/29
1st proof to PM	3/7
Revised proof to PM	3/11
PM approval of proofs	3/12
Film to printer	3/13
Laser sign-offs to PM	4/4
PM approval of laser sign-offs	4/5
Start Mailing	4/22